

Mark Rounds

From: Chris Loos <cloos@ring.com>
Sent: Tuesday, July 10, 2018 3:04 PM
To: Mark Rounds
Subject: Re: Rebate Program

Just got word that they are still up and running with no changes. So all the details I previously shared remain the same. If anything comes up feel free to reach out at anytime, but you should get a response from the team in a timely manner.

On Tue, Jul 10, 2018 at 2:53 PM, Mark Rounds <MRounds@cityoflamirada.org> wrote:

Thanks Chris.

From: Chris Loos [mailto:cloos@ring.com]
Sent: Tuesday, July 10, 2018 2:54 PM

To: Mark Rounds
Subject: Re: Rebate Program

Hi Mark,

Thanks for reaching out. Since our last conversation, I am no longer on the team that handles city subsidy programs. Please feel free to reach out to neighborhoods@ring.com and one of their team members will be able to provide you with any updates that they have made to the program. As far as I know, there haven't been any changes, but they can provide further insight.

On Tue, Jul 10, 2018 at 2:49 PM, Mark Rounds <MRounds@cityoflamirada.org> wrote:

Hi Chris,

Just wanted to touch base with you. I am finally getting the green light to pitch the ring rebate program to our city council tonight. Have there been any changes to the program since our last conversation?

Mark

From: Chris Loos [mailto:cloos@ring.com]
Sent: Thursday, April 26, 2018 3:25 PM

To: Mark Rounds
Subject: Re: Rebate Program

Hi Mark,

Thanks for your message. The rebate program is still available even with the Amazon acquisition. I just want to let you know the minimum commitment we ask from a city is \$5,000. That amount, along with Ring's commitment, would translate to 100 households getting the \$100 off discount. If this gets approved, I will loop in one of my colleagues who will be able to assist with the process moving forward. If there is anything else I can do to assist you please let me know.

On Thu, Apr 26, 2018 at 3:11 PM, Mark Rounds <MRounds@cityoflamirada.org> wrote:

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Hope you are doing well. I am finally getting ready to pitch the Ring Doorbell rebate program to our City Council and was wondering with the recent purchase of Ring.com by Amazon, is the rebate program something that is still available?

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From: Chris Loos [mailto:cloos@ring.com]
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Chris

On Wed, Jan 31, 2018 at 9:32 AM, Mark Rounds <MRounds@cityoflamirada.org> wrote:

Chris,

I received your contact information from our Assistant City Manager Anne Haraksin. I was trying locate a list of cities that have partnered with ring in the rebate program. If you could provide such a list I would greatly appreciate it. Thank you.

Sincerely,

CITY OF LA MIRADA

Mark E. Rounds
Senior Administrative Analyst

mrounds@cityoflamirada.org

(562) 902-2334

--

Chris Loos

Account Manager



1523 26th St

Santa Monica, CA 90404

cloos@ring.com

630-484-6833

LAPD Crime Study: Ring Partners with LAPD to Reduce Crime in Wilshire Park

Shark Tank: Shark Tank's Biggest Company (password: ring)

LA Times: Ring modernized the doorbell, then went to war against crime

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Mark Rounds

From: Stacey Cooke <stacey.cooke@ring.com>
Sent: Tuesday, July 10, 2018 3:13 PM
To: Mark Rounds
Subject: Re: City of La Mirada

Of course - will you be able to fill me in on what you and had Chris had previously discussed?

On Tue, Jul 10, 2018 at 3:07 PM, Mark Rounds <MRounds@cityoflamirada.org> wrote:

Thank you Stacey.

From: Stacey Cooke [mailto:stacey.cooke@ring.com]
Sent: Tuesday, July 10, 2018 3:09 PM
To: Mark Rounds
Subject: Re: City of La Mirada

Hi Mark,

Thanks for writing in. I can take a look at the contract because I am not sure which one he has sent you. We were acquired by Amazon in February and did receive a new contract. I have taken over subsidy/city partnerships from Chris Loos so I would be your point of contact.

I look forward to working with you. Attached is the most recent form. I hope this will help.

Stacey

On Tue, Jul 10, 2018 at 2:55 PM, Mark Rounds <MRounds@cityoflamirada.org> wrote:

Hello,

I am with the City of La Mirada's Public Safety Department and earlier this year I was speaking with a representative from Ring, Chris Loos regarding Ring's City Subsidy program. I am presenting the program to

the City Council tonight and I just wanted to confirm that there have not been any significant changes to the program since April 2018.

Sincerely,

CITY OF LA MIRADA

Mark E. Rounds
Senior Administrative Analyst

mrounds@cityoflamirada.org

(562) 902-2334

--

Stacey Cooke

National Events Marketing Manager



1523 26th St

Santa Monica, CA 90404

Stacey.Cooke@ring.com

(410) 591-8238

<https://stacey-cooke.youcanbook.me/>

As seen on:

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Attachments area

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Mark Rounds

From: Stacey Cooke <stacey.cooke@ring.com>
Sent: Thursday, July 19, 2018 11:45 AM
To: Mark Rounds
Subject: Re: FW: Rebate Program

Can you please send an invite. I'm out of office til Monday. Thank you.

On Thu, Jul 19, 2018 at 2:41 PM Mark Rounds <MRounds@cityoflamirada.org> wrote:

Monday is good. How about 2pm?

From: Stacey Cooke [mailto:stacey.cooke@ring.com]
Sent: Thursday, July 19, 2018 10:06 AM

To: Mark Rounds
Subject: Re: FW: Rebate Program

Great. Would you like to schedule a call for Monday.

On Thu, Jul 19, 2018 at 9:42 AM Mark Rounds <MRounds@cityoflamirada.org> wrote:

Please find attached. I left a few items blank with the understanding you and I could discuss them further. thank you

From: Stacey Cooke [mailto:stacey.cooke@ring.com]
Sent: Thursday, July 19, 2018 9:37 AM

To: Mark Rounds
Subject: Re: FW: Rebate Program

That's great news. Are you able to send this my way. My legal team will review changes so that we may come to an agreement.

Thank you,

Stacey

On Thu, Jul 19, 2018 at 9:29 AM Mark Rounds <MRounds@cityoflamirada.org> wrote:

yes, the council did like the program and directed staff to proceed. I sent the agreement template to the city attorney and he responded with his recommendations.

From: Stacey Cooke [<mailto:stacey.cooke@ring.com>]

Sent: Thursday, July 19, 2018 9:09 AM

To: Mark Rounds

Subject: Re: FW: Rebate Program

Hi Mark. I'll look through our correspondence, but I believe that I was waiting on the results of your council meeting for next steps.

Did You have any updates?

Thank you,

Stacey

On Thu, Jul 19, 2018 at 8:51 AM Mark Rounds <MRounds@cityoflamirada.org> wrote:

Stacy,

The City's email servers were disabled for the last week so if you sent me an email in that time I did not receive it. My apologies. If you did send anything since this last email below, I would ask you to please resend it. Also, we did receive the comments back from the City Attorney regarding the agreement. I'd like to set up a time where we could discuss further over the phone. How does your schedule look the rest of the week?

Thank you,

CITY OF LA MIRAD

Mark Rounds

Senior Administrative Analyst

From: Stacey Cooke [mailto:stacey.cooke@ring.com]

Sent: Wednesday, July 11, 2018 11:35 AM

To: Mark Rounds

Cc: Anne Haraksin

Subject: Re: FW: Rebate Program

Mark,

Sounds fantastic. Looking forward!

Stacey

On Wed, Jul 11, 2018 at 11:22 AM, Mark Rounds <MRounds@cityoflamirada.org> wrote:

Thank you Stacey, I will let you know when I hear back from the City Attorney.

Mark

From: Stacey Cooke [mailto:stacey.cooke@ring.com]

Sent: Wednesday, July 11, 2018 11:21 AM

To: Mark Rounds

Subject: Re: FW: Rebate Program

Hi Mark,

Wow - this is fantastic news! The process moving forward will be that when your city reviews the contract and/or mark anything up, our legal team will review it

again. We will come to an agreement and a signed contract and then we can kick things off. We can kick the program off in one of two ways, 1. with a kick off event 2. online distribution only.

I think it would be beneficial to take a call and go over the process and the options. When you get the contract back, we should schedule a call and go over these options.

I am looking forward to working with you.

Have a nice day!!

Stacey

On Wed, Jul 11, 2018 at 10:56 AM, Mark Rounds <MRounds@cityoflamirada.org> wrote:

Hi Stacy,

The City council liked the proposal and directed me to proceed with setting up the program ASAP. How quickly can Ring be ready to launch a program for La Mirada residents. The City is ready to commit to \$10,000. Also I have sent the agreement to the City Attorney for his review and comments.

Mark

From: Stacey Cooke [<mailto:stacey.cooke@ring.com>]

Sent: Tuesday, July 10, 2018 3:50 PM

To: Mark Rounds

Subject: Re: FW: Rebate Program

thanks so much - looking forward.

Stacey

On Tue, Jul 10, 2018 at 3:45 PM, Mark Rounds <MRounds@cityoflamirada.org> wrote:

Will do.

Thank you

From: Stacey Cooke [<mailto:stacey.cooke@ring.com>]

Sent: Tuesday, July 10, 2018 3:48 PM

To: Mark Rounds

Subject: Re: FW: Rebate Program

thank you for this, please let me now how tonight goes!

Stacey

On Tue, Jul 10, 2018 at 3:24 PM, Mark Rounds <MRounds@cityoflamirada.org> wrote:

Sure thing, our email thread is below.

Mark

From: Chris Loos [<mailto:cloos@ring.com>]

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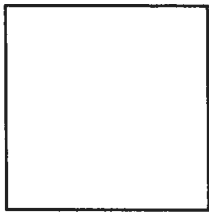
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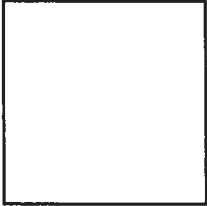
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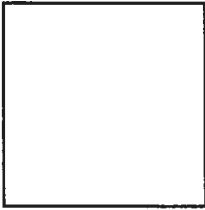
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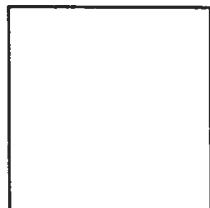
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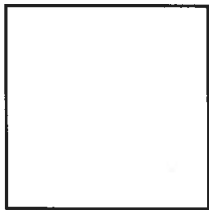
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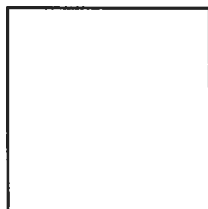
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Mark Rounds

From: Stacey Cooke <stacey.cooke@ring.com>
Sent: Monday, August 06, 2018 5:02 PM
To: Mark Rounds
Cc: Anne Haraksin
Subject: Re: Logos for Flier

Awesome thanks for posting and welcome back Mark.

I am going to ping legal to check on the contract status.

Thank you.

Stacey

On Mon, Aug 6, 2018 at 7:59 PM Mark Rounds <MRounds@cityoflamirada.org> wrote:

Stacey,

Here is the link -- <http://www.cityoflamirada.org/Home/Components/News/News/3642/22>

Thank you,

Mark

From: Stacey Cooke [mailto:stacey.cooke@ring.com]
Sent: Monday, August 06, 2018 1:48 PM
To: Anne Haraksin; Mark Rounds

Subject: Re: Logos for Flier

Hi Team

Legal is still going through the contract, but I would appreciate if you could please post this announcement to your website. Please send over the link when posted. My team has received an incredible amount of inbound but due to travel responses will be delayed. We want to make sure people have the information they need. Thanks so much!

Have a good week. I'll be out of office all week back on 8/13. Will be checking in when I can.

Stacey

On Fri, Aug 3, 2018 at 7:11 PM Stacey Cooke <stacey.cooke@ring.com> wrote:

Hi Anne,

I think we should catch up next week when Mark is back in town. I drafted something that you can post on the website today that better explains the program and I also created the google form, similar to LCF's. The last time I spoke to Mark, he also said that your team would draft a more formal press release. My team is also happy to assist and get a quote from our CEO to include in that. I would like to connect her with your team that handles the press release. In the meantime, please see below some more information you can post so that residents can get a little bit more information. Lamirada@ring.com is open and we are responding to residents questions. We prefer not to take phone calls from residents at this time.

La Mirada, CA. Be sure to mark your calendar for the Ring Subsidy Program in La Mirada! The city of La Mirada is partnering with Ring to provide discounts for La Mirada residents for the purchase of select home security devices. During the promotional period, residents will have the opportunity to receive a \$100 promotional code funded by the city and Ring, along with additional discounts provided by Ring. The approved \$10,000 of city funding will enable 200 La Mirada residents to participate in the program on a first come, first served basis.

Program Information

The promotion period for the program begins September 1, 2018, and will run until the funding limit is reached. To participate in the program, residents will fill out a form to be posted on the La Mirada website on September 1, 2018 at 8:00am PT. Ring will provide the discounts to La Mirada residents via e-mail on a first come, first served basis. The promotional code e-mailed to residents of La Mirada will be redeemable at checking at ring.com. Please note that addresses will be verified to ensure the location is within city limits.

La Mirada residents have the opportunity to purchase the following discounted products:

- One (1) product per household can be purchased with a \$100 discount off the retail price. The discounted prices are:
 - Video Doorbell 2- \$99
 - Video Doorbell Pro- \$149

- Spotlight Cam Battery- \$99

- Spotlight Cam Wired- \$99

- Floodlight Cam- \$149

- A maximum of two (2) additional products per household can be purchased with a \$30 discount of the retail price. The discounted prices are:

- Video Doorbell 2- \$169

- Video Doorbell Pro- \$219

- Spotlight Cam Battery- 169

- Spotlight Cam Wired- 169

- Floodlight Cam- \$219

- A maximum of three (3) accessories per household can be purchased at 20% off the retail price. Due to this program being first come, first served basis, residents are encouraged to use the promotional codes as soon as possible. Receiving a promotional code does not guarantee a discounted price. Promotional codes are valid for a single-use only and cannot be used towards previously purchased Ring Products.

Residents will also need to pay an additional fee for a subscription to record and save the footage on the Ring mobile app. For more information about Ring's products, please visit Ring.com/Products.

For more information about the rebate program, please contact LaMirada@ring.com or Mark Rounds, Senior Administrative Analyst MRounds@cityoflamirada.org.

On Fri, Aug 3, 2018 at 7:20 AM, Anne Haraksin <aharaksin@cityoflamirada.org> wrote:

The residents are excited about the Ring rebates. A question came up. Do the residents email LaMirada@ring.com on September 1 with a utility bill proving residency and then they receive the passcode? They only contact LaMirada@ring.com now if they have questions, right?

-Anne

From: Stacey Cooke <stacey.cooke@ring.com>
Sent: Thursday, August 2, 2018 3:10 PM
To: Anne Haraksin <aharaksin@cityoflamirada.org>
Subject: Re: Logos for Flier

Hi Anne,

Nice speaking to you. Attached is your flyer for this evening. Have a great event. Please let me know how it goes this evening.

Thank you,

Stacey

On Thu, Aug 2, 2018 at 9:18 AM, Anne Haraksin <aharaksin@cityoflamirada.org> wrote:



Dear Stacey,

Thank you for helping me out. Our goal is to announce the September 1 launch at the City's Concert Under the Stars event tonight where we are celebrating National Night Out. Attached are two logos, one color and one black & white.

Your assistance with a flier is greatly appreciated. Please contact me if you have any questions at aharaksin@cityoflamirada.org or call (562) 902-2309.

Sincerely,

Anne Haraksin

Assistant City Manager

City of La Mirada

13700 La Mirada Boulevard

La Mirada, California 90638

(562) 943-0131



--

Stacey Cooke

National Events Marketing Manager



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As seen on:

LAPD Crime Study: Ring Partners with LAPD to Reduce Crime in Wilshire Park

Shark Tank: Shark Tank's Biggest Company (password: ring)

LA Times: Ring modernized the doorbell, then went to war against crime

USA Today: Police say crime drops with video doorbell

Attachments area

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